

### Statistics

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#### Population (2003)

Connecticut:	3,182,949	metro	(1.3% of total U.S. metro)
	<u>300,423</u>	non-metro	(0.6% of total U.S. non-metro)
	3,483,372	total	
United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

#### Farm-Related Employment (2000)

Connecticut:	245,324 jobs	(11.5% of total employment)
United States:	25,834,574 jobs	(15.6% of total employment)

#### Number of Farms (2002)

Connecticut:	4,191	(0.2% of total U.S. farms)
United States:	2,128,982	

#### Average Farm Size (2002)

Connecticut:	85 acres
United States:	441 acres

#### Market Value of Agricultural Products Sold (2002)

Connecticut:	\$470.6 million
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #44**

#### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Greenhouse/nursery	197,570	1.4
Dairy products	58,476	0.3
Chicken eggs	37,050	0.9
Aquaculture	17,635	2.6
Tobacco	12,915	0.7

#### **Market Value of Agricultural Products Sold Directly to Consumers (2002)**

Connecticut: \$17.1 million  
United States: \$812.2 million

#### **Farmers Markets (2004)**

Connecticut: 68  
United States: 3,617

#### **Value of Certified Organic Commodities (2002)\***

Connecticut: \$2.8 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Connecticut: 1,430 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Connecticut: 0  
Total: 96

## **Marketing Products and Services**

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#### **Specific to Connecticut**

##### **New Haven Farmers Market Planned**

AMS worked with CitySeed Inc. in 2005 to prepare a feasibility study for the development of a year-round farmers market in New Haven. The study will select potential sites, conduct a market training presentation for the project working group, develop conceptual plans for each

of three sites, and present a report with physical and economic analyses of the sites.

#### **Farm-to-School Conference**

AMS provided planning assistance and handout materials related to farm-to-school marketing to the Connecticut Department of Education to support the "School Meals from Connecticut Farms" forum held in West Haven in January 2004.

#### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$56,200 was awarded to the Connecticut Department of Agriculture, in cooperation with the Hartford Food System, to develop a statewide system to facilitate use of locally produced food in public schools.

#### **General Interest**

##### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

##### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

##### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

##### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

##### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.